

**(57) Abstract:** There is described a controller for motor vehicle drive train comprising an engine and a continuously variable ratio transmission providing geared neutral, the controller serving to set demands for wheel torque and engine speed in dependence upon a driver input, characterised in that the controller is adapted to respond to input from the driver indicative of a requirement for an engine speed increase prior to vehicle launch by raising engine speed while implementing a reduced wheel torque strategy, and to subsequently raise wheel torque following input from the vehicle driver by which launch is initiated.